

Extension Behavior Change:  
Introduction to Social Marketing Principles

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UF IFAS LANDSCAPE

The slide features a title, a list of speakers, a date, and logos for UF/IFAS and LANDSCAPE. It includes two circular images: one of a garden path and another of two people talking. The bottom has a grassy border.

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Changing Public Behaviors

- To address environmental issues, we need to change behavior
- Information-heavy campaigns targeting general public make little difference
- Knowing something doesn't always lead to action



"What if we don't change at all ... and something magical just happens?"

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The slide has a title, a bulleted list, a cartoon of a business meeting with charts, a quote, and logos. The bottom has a grassy border.

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Social Marketing to Change Behavior

- *Social marketing*, applies principles of traditional marketing to influencing behaviors that benefit the individual, the community, and the environment:  
(Lee & Kotler, 2013)
  - the **goal of behavior change** for the well-being of individuals and their community
  - a focus on specific **targeted segments of an audience**
  - using a strategic, **research-based program planning** process
  - applying **traditional marketing techniques** and tools
  - Only recently adopted as a tool for promoting sustainable practices



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The slide has a title, a bulleted list with sub-points, a corkboard image with the word 'change', and logos. The bottom has a grassy border.

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### Why don't our clients "just change"?

- Some primary reasons people don't change:
  - They aren't aware of the need/behavior
  - They are aware but the barriers to change are too great
  - They are aware and don't think the barriers are too great, but perceive more benefits to current behaviors



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### Exchange Theory: Barriers & Benefits

- Asking audience to trade something for some benefit
- **Target behavior is competing** with many other behaviors
- Like traditional marketing, we want to make an offer our audience can't refuse through awareness of the problem, +benefits, -barriers



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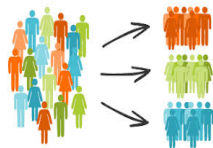
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### Social Marketing Uses Audience Segmentation

- Process of dividing a population into smaller, meaningful subgroups (Andreasen, 2006; EPA, 2014)
- Acknowledges diversity between target audiences
- Goal: identify groups whose members are similar to one another and **different from other groups in meaningful ways**



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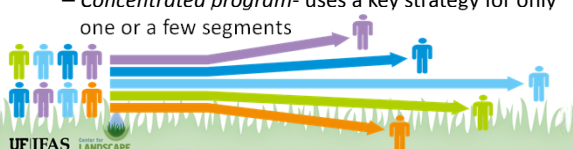
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### Encouraging Change Based on Segmentation

- Once subgroups are identified, can tailor programs and messages to needs of subgroups
  - *Differentiated program*- uses different approaches based on the needs and characteristics of different segments
  - *Concentrated program*- uses a key strategy for only one or a few segments



The diagram shows a group of colorful human icons on the left. From these icons, several arrows of different colors (purple, blue, green, orange) point to the right, ending at individual icons. This illustrates how a single group can be segmented into different target audiences for tailored programs.

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### Social marketing should be used:

- From the very initial stages of the program planning process;
- when voluntary behavior change of a large number is your goal;
- when you want to design a program relevant to the target audience;
- when you do not need to make an immediate change; and
- when you can define a specific problem and define your audience and goals.



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### The Social Marketing Process



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graph TD; A[Choose behaviors to encourage among your audience] --> B[Analyze the target audience: Conduct needs assessment and identify barriers to change]; B --> C[Develop strategies to encourage adoption and help the audience to overcome barriers to change]; C --> D[Pilot the strategy with a small subgroup]; D --> E[Broadly implement the program and evaluate its efficacy];
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The flowchart consists of five green rectangular boxes arranged in a descending staircase pattern from top-left to bottom-right. Each box contains a step in the social marketing process, connected by downward-pointing arrows.

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### 1. Select behaviors.

- Select behaviors that will solve a problem
- Select behaviors that have:
  - High potential impact
  - High likelihood of being adopted
  - Low current engagement
- Behaviors need to be *specific* and *measurable*.
- Behaviors should be *indivisible* and *end-state*.
- Behaviors should be *impactful, feasible, and acceptable to the target audience*.

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### 2. Identify barriers and benefits through data collection and analysis.

- Review existing data
  - Published materials & reports
  - Observation of competing & desired behavior
  - Focus groups & interviews to gauge feelings, attitudes, behaviors
  - Survey research



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### 3. Develop strategies

Use the barriers and benefits to design interventions based also on audience needs and characteristics.

- Tools are selected based on research
- Obtain feedback from audience members before moving forward
- Test the strategy

Behavior	Barriers	Benefits
Target	↓	↑
Competing	↑	↓



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### 3. Develop strategies

- Removal of barriers
- Social norms
- Prompts
- Asking for commitment
- Incentives
- Messages
- Goal setting
- Feedback



WHAT'S YOUR PLEDGE?  
TWEET & SHARE FREELY



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### 4. Pilot the program

Test the program with a small segment of your target audience, and make changes

- Separate from barrier & benefits research
- Use random assignment & control group for comparison
- Measure perceptions & attitudes, ultimately focus on behavior change
- Use this information to refine strategy before proceeding



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## 5. Fully implement and evaluate



Photo: USDA

- Implementation should incorporate all elements used in pilot
- Conduct formative and summative evaluation
- Be sure to share your outcomes – both positive and negative



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Thank you!  
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